

**I CLAIM:**

1. In a method of providing media from a repository to a consumer over the internet, an improvement comprising:

5        permitting the consumer to specify whether the media is to include commercials or not;

         charging the consumer a first fee for providing the media with commercials; and

         charging the consumer a second fee higher than the first fee for providing the media without the commercials.

10        2. The method of claim 1 in which the media is video that was earlier broadcast and is archived for internet distribution.

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